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Editorial Team

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CSC (Common Service Centre)

INTRODUCTION

“All Government services available to the common man in his locality, throughout his life, through a one-stop-shop (integrated service delivery), ensuring efficiency, transparency, & reliability” – NeGP vision.

- The National e-Governance Plan (NeGP) aims to standardize core policies & practices to ensure integration of all e-Government services
- The CSC Scheme is an important component of the National e-Governance Plan (NeGP) as it aims to provide a network of service points across the length and breadth of India
- However, the role of the CSCs as envisaged under the Scheme, goes beyond that of just being a delivery vehicle for e-Government
 - Rural poverty can be attributed to lack of access to three essential resources necessary for development viz., Information, Infrastructure and Services
 - Access to information, backed with relevant infrastructure and end-to-end services would allow rural population opportunities to enhance their quality of life

This newsletter highlights information related to CSC.

By enabling access to a large number of services like e-Government, education, health, credit, etc. the CSCs offer a solid foundation for the economic prosperity of rural India.

Experience so far

- ✚ A number of Government and Private initiatives have seen the establishment of approximately 15,000 IT-enabled centers offering varying mix of services, eg. CIC, Bhoomi, e-Seva, e-Choupal, Drishtee, Grasso, etc.
- ✚ Newer initiatives like Mission 2007 have also been propagating the establishment of Village Knowledge Centers (VKCs) with largely similar objectives
- ✚ The budget allocation (2005-06) by the FM, for the VKCs, was the first significant step in making these a reality
- ✚ The CSC Scheme has been formulated based on extensive discussions with various stakeholders including State Governments, existing Kiosk Business Owners, Mission 2007, etc. to allow for capture of their inputs, experiences and challenges.
- ✚ The experience shows that a center based on just a limited category of services may be viable in certain environments, eg. an e-Government service center in an urban area
- ✚ However, challenges of resource mobilization, aggregation of content and services, regular knowledge sharing and capacity building, limited operational infrastructure and support make such models sub-optimal for sustainability and scalability, particularly in rural areas

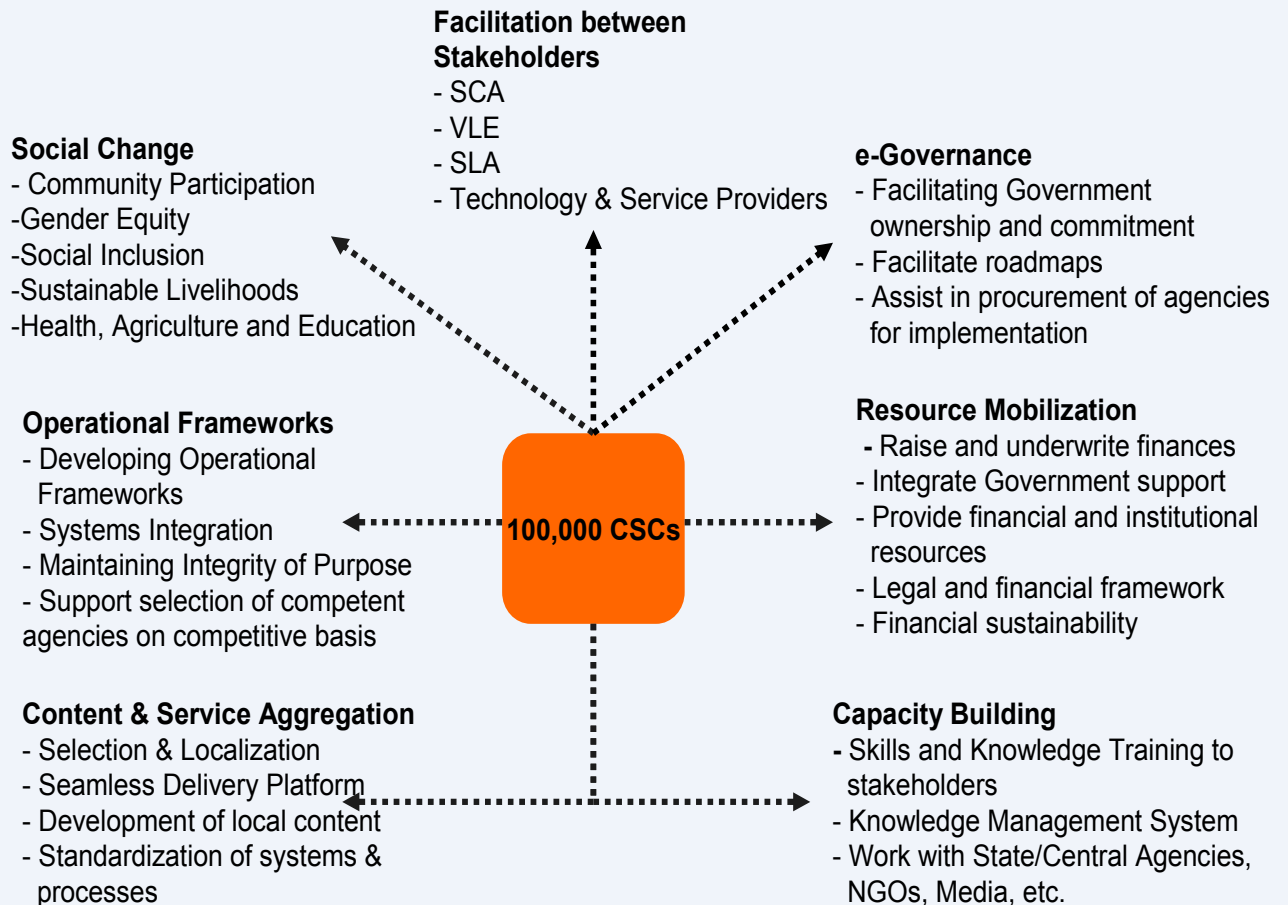
- ✚ Critical mass is essential to optimize on these counts and to provide credible alternative means of delivery of e-Government Services

- ✚ Sustainable scaled up implementation could be achieved in a collaborative framework, through:
 - an innovative combination of structured environments;
 - rural entrepreneurship and market mechanisms
 - government policy and support

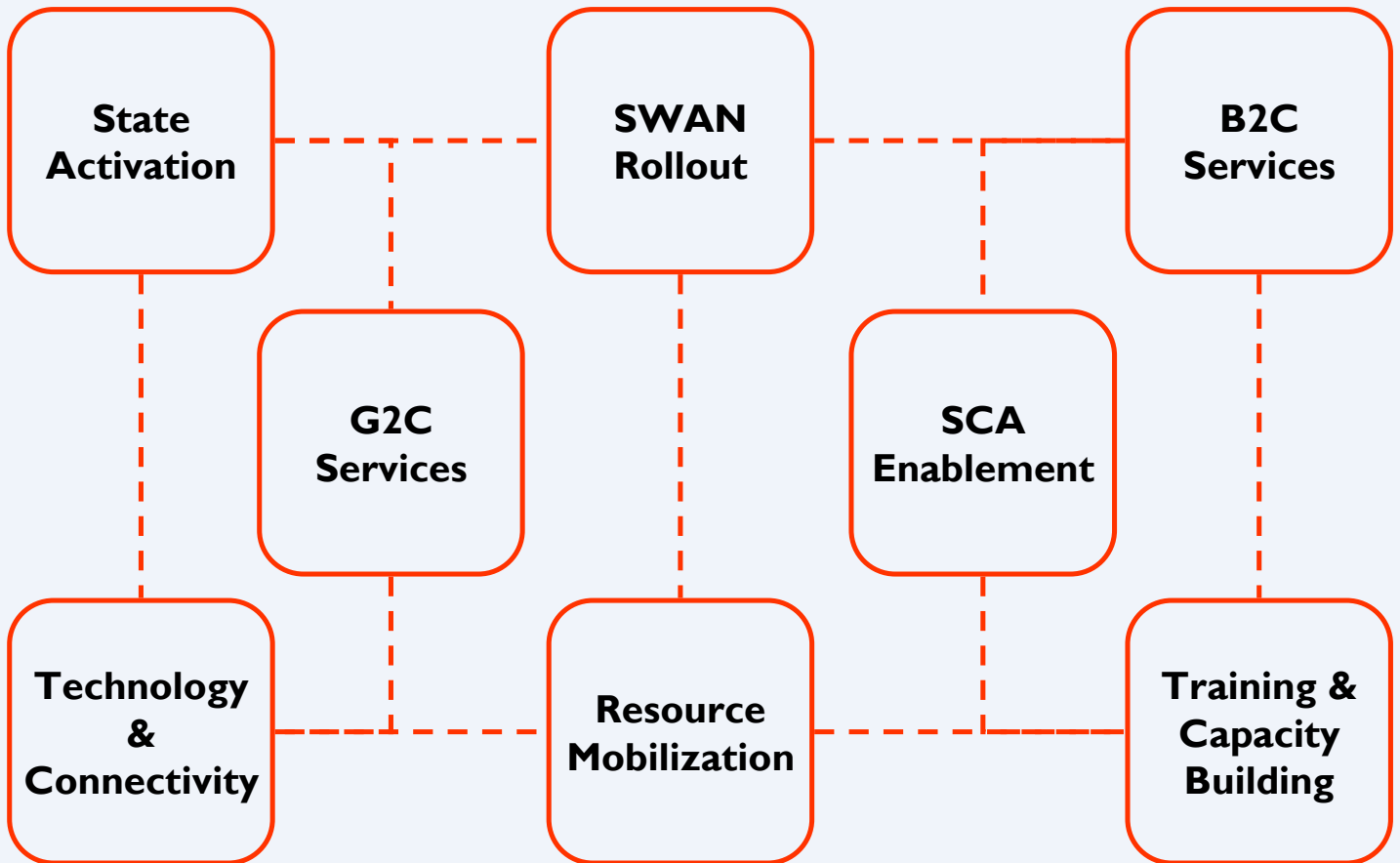
- ✚ The proposed CSC Scheme aims to achieve these objectives through a Public Private Partnership (PPP)

Enabling CSCs

Enabling 100,000 CSCs



Key Focus Areas



State Enablement

- ✚ Meetings with key State Officials across the country through Regional Workshops
- ✚ Focus on advocacy across all State Departments rather than just Department of IT
- ✚ Relationship building and hand-holding
- ✚ Appointment of the right State Level Agency
- ✚ Collaborative approach to resolving challenges like integrating the existing State level ICT Kiosks projects into the Scheme
- ✚ Helping in bidding and selection process, documentation, resolving local issues, etc.
- ✚ Seminars for local SCAs, content and service providers, technology vendors, NGOs, etc.

Enabling G2C services

- ✚ An e-Readiness Survey being undertaken across all States
- ✚ 200 key services have been identified that could be enabled by the States on a priority basis
- ✚ Thereafter, focus would be on building a potential deployment matrix for G2C Services based on State's e-Readiness capacity
- ✚ All States and UTs being currently covered by State teams

Sr. No.	Department	Service
1.	Food, Civil Supplies and Consumer Affairs	Issue of Ration Cards
2.	P&RD	Issue of Birth and Death certificates
		Issue of Nationality certificates
		Issue of Community certificates
		Issue of Nativity/ Residence certificates
		Issue of Solvency certificates
		Issue of Income certificates
		Issue of Domicile Certificate
		Issue of Caste Certificate
		Issue of Rural Area Certificate
		Issue of Marriage Certificate
		Issue of Family Status Certificate (In lieu of Dependant / Legal Heir Certificate)
		Provision of information on - Provident Fund for Landless Agricultural Labourers - Various schemes for the aged, and infirm, mentally and physically challenged
3.	Police	Issue of land utilization certificate to the citizens FIR Provision of information on - proclaimed offenders / absconders - missing persons / dead bodies

Sr. No.	Department	Service
4.	Judiciary	Status Tracking of a trial/ Court Case
5.	Transport	Provision of Public Information about Processes
		Application for License
		Issuance of Time tables of buses
		Provision of booking facilities for Interstate Transport
		Provision of Schedule of trains
		Provision of information on Seat availability
6.	Railways	Reservation of Tickets
		Cancellation of Tickets
		Provision of information on Passenger Status
		Availability Status at Stations
7.	Agriculture	Provision of information - related to Development schemes pertaining to Rural Aquaculture, Paddy-cum-fish culture, Reclamation of Beels/lakes, Cold water fisheries etc.
		Providing Market / Commodity Prices
		Providing marketing facilities to the farmers for their produce
		Provision of information and facilitation of - Agriculture Credit Services - Horticulture Services
8.	Health	Issue of Disability certificate
		Issue of Medical Certificate
9.	Land Records	Issue of Record of Rights
		Issue of Certified copies of Record of Rights
		Transfer/ Mutation of Land ownership
		Information on - land assignment for cultivation purpose - distribution of Ceiling surplus Land
		Clearance/NOC from Land Acquisition angle

Sr. No.	Department	Service
10.	Registration	Registration of all documents under the Registration Act, 1908
		Issue of Certified copies of the registered documents
		Issue of Encumbrance certificates of any property in the jurisdiction of the office
11.	Elections	Registration of Names in Electoral Roll
		Issue of Voter's Identity Card
12.	Education	Provision of information - list of Universities and Institutions - pertaining to various literacy Schemes
		Registration / Application for various scholarship programmes
		Dissemination of results for various exams
13.	Welfare	Providing information on - various schemes for the deaf & dumb, blind and physically handicapped, mentally challenged persons - various St
		Registration / Application for various Loan/aid schemes
		Issue of Identity Cards to Senior Citizens for availing facilities in hospitals, libraries, buses etc.
14.	Employment	Registration of Candidates
		Provision of Unemployment certificate
		Provision of information on - Permanent/ Temporary jobs - Wage rates
15.	Utilities	Electricity Department - Collection of Electricity Bills
		Water Department - Collection of Water and sewerage Bills
		Telephone Department - Collection of Telephone Bills
		Department of Post Office - Checking Speed Post Status
		Department of Revenues - Collection of Property Tax

Sr. No.	Department	Service
		Department of Excise & Taxation - Collection of Sales Tax
		Department of Excise & Taxation - Issue/ Renewal of Trade Licenses
		Passport Office - Issue of Passports
16.	For all departments	Filing of Greivances
		Issue of forms related to various Departments

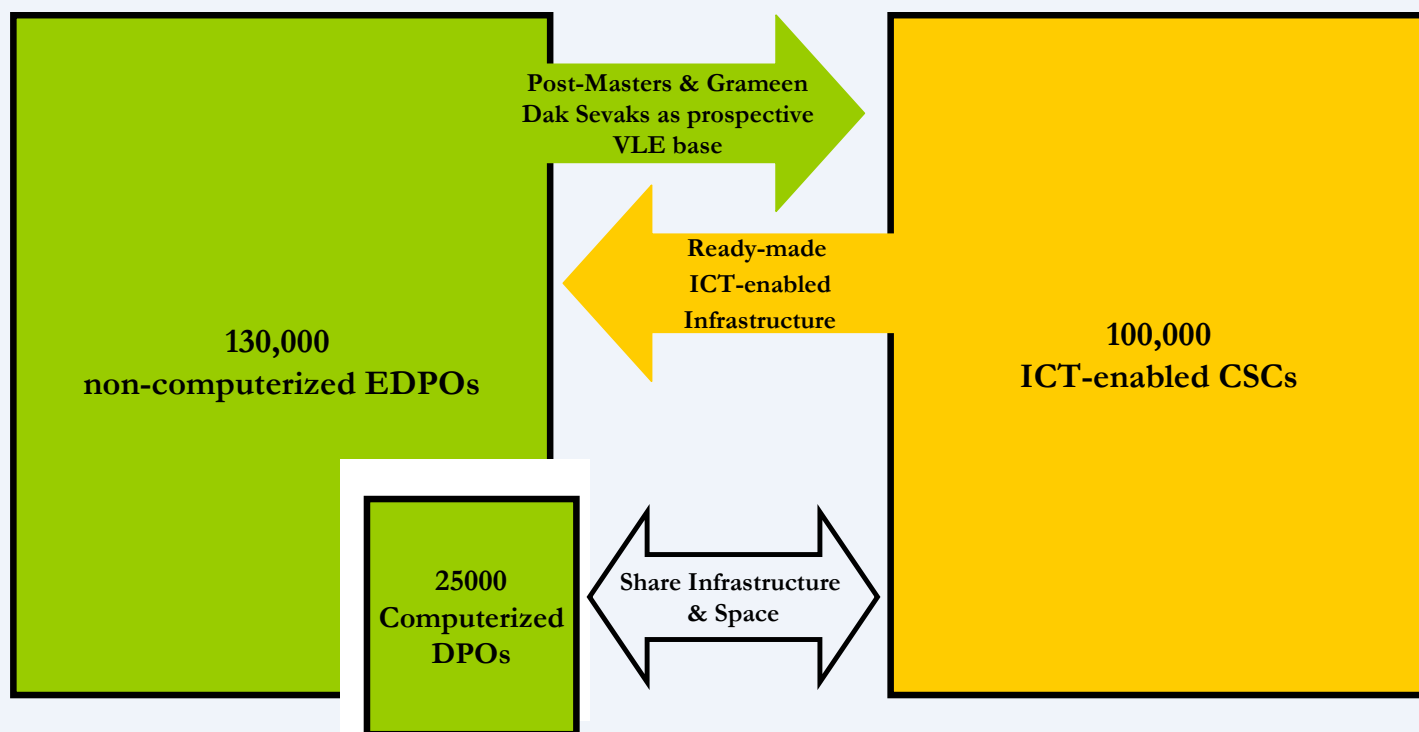
17.	VALUE ADDED SERVICES	Some other value added services which CSC could offer. These services are not department specific, however can improve the financial viability of a CSC
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Value Added Services
Computer Training
Information on Loans and Insurance
Internet browsing
Long distance Telephony
Banking facilities
Photocopying
DTP
Astrology
CD burning
Soil Testing
Email
Digital Photographs
Resume Maker
Children's Center
Medical Diagnostic Kits
Online sale of goods
Providing information on Watershed management
Telemedicine
Provision of information and facilitation of Agricultural Advisory Schemes
e-Post facility

Restructuring the Delivery of Social Development

- ✚ The CSC Scheme will radically change the way Government can communicate and interact with its citizens
 - eg. A simple AIDS Awareness poster could be delivered to 100,000 villages in a matter of seconds by using the CSC network
- ✚ Such level of efficiency and effectiveness needs to be exploited by all Government departments like Health, Education, Agriculture, etc.
- ✚ E-enabling of critical socio-economic services could significantly improve the quality and reduce the cost thereof, thereby, positively impacting the quality of life of rural citizens
- ✚ The process of reformatting the current level of service delivery in turn need concomitant investments in business process re-engineering through managerial and financial resources
- ✚ Certain States and Government Departments have already made significant progress
 - e.g. Department of Posts is well on its way to computerize and implement a customized point-of-sale application in over 7700 of its Departmental Post Offices (DPO), with a proposal already in place for implementing it in the residual 18,465 DPOs

Leveraging Other Governmental Initiatives



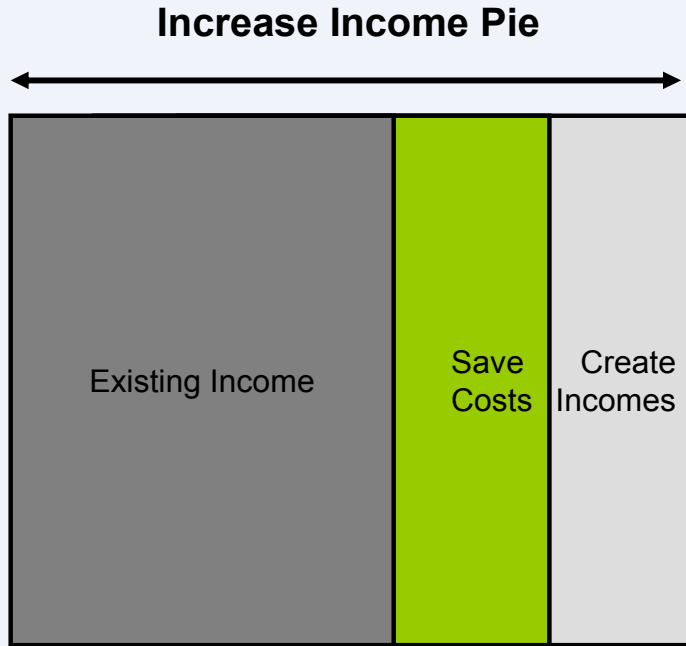
Leveraging Government Resources:

- ✚ Meetings and discussions are inter-alia on with:
 - ✚ DIT in discussion with USOF/WPC for last mile connectivity options
 - ✚ Ministry of Youth Affairs: Youth Clubs for Training and VLE selection
 - ✚ NIC: Technology solutions and applications, as well as content
 - ✚ C-DAC: Content and Language technologies, India Portal
 - ✚ Ministry of Rural Development: Integrating existing Schemes into the CSC
 - ✚ Ministry of Agriculture: Integrating KVKs and Farmer Clubs, Data, Research and Content, support from MANAGE
 - ✚ RGI: For collation of Census data through the CSCs
 - ✚ NABARD: Financial resources, capacity building, content, training, etc.

Enabling B2C Services

- ✚ B2C Services would be critical for CSC sustainability
- ✚ The challenge is to balance between the interests of the service provider and the livelihoods of rural communities
- ✚ B2C Services would need to be cautiously deployed keeping in mind the needs, wants and spending powers of the rural customers
- ✚ ORG ACNielsen has been appointed as the Market Research Agency for assessing market demand for CSC Services in rural areas
 - 47000+ households across 5200 villages of India are being targeted
 - Over 25000 Gram Panchayat members as well as other opinion leaders of the villages are being interviewed as a part of this initiative
 - Over 5000 District Officials are also being targeted for their views on the rural needs and wants
- ✚ Datamation Foundation has been appointed to undertake an assessment of the model followed by select ICT enabled Kiosks across India

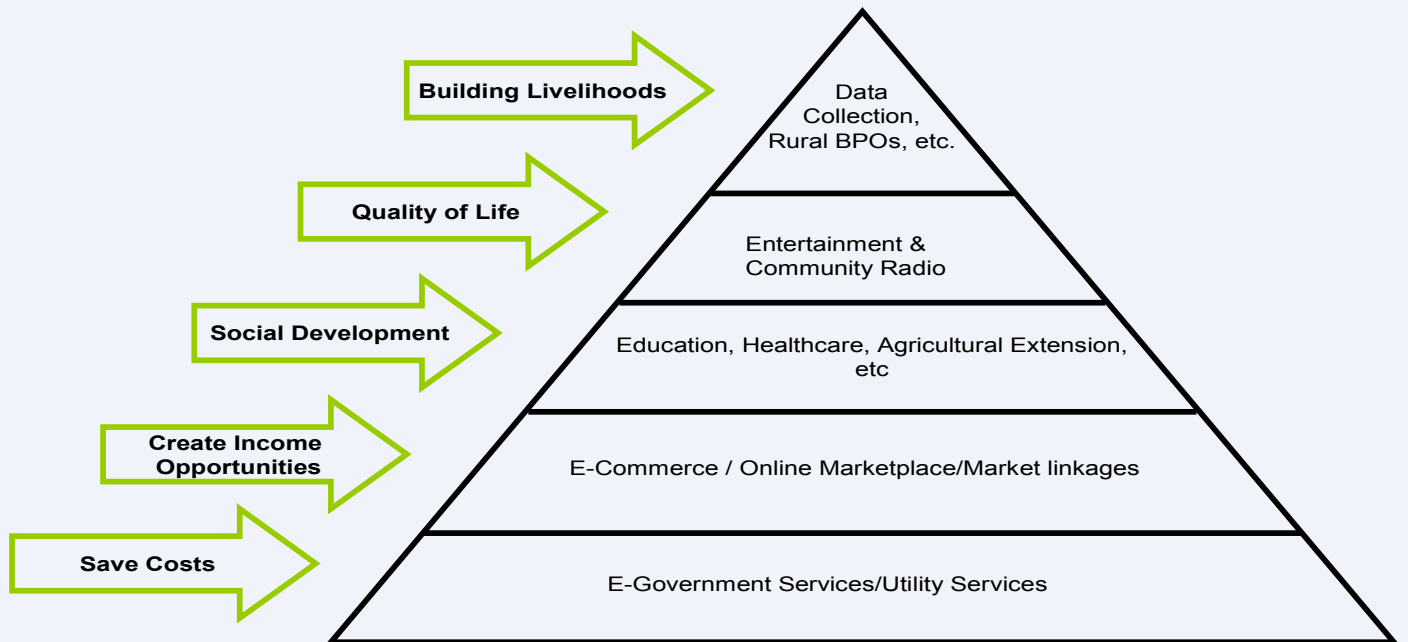
Content and Services Approach



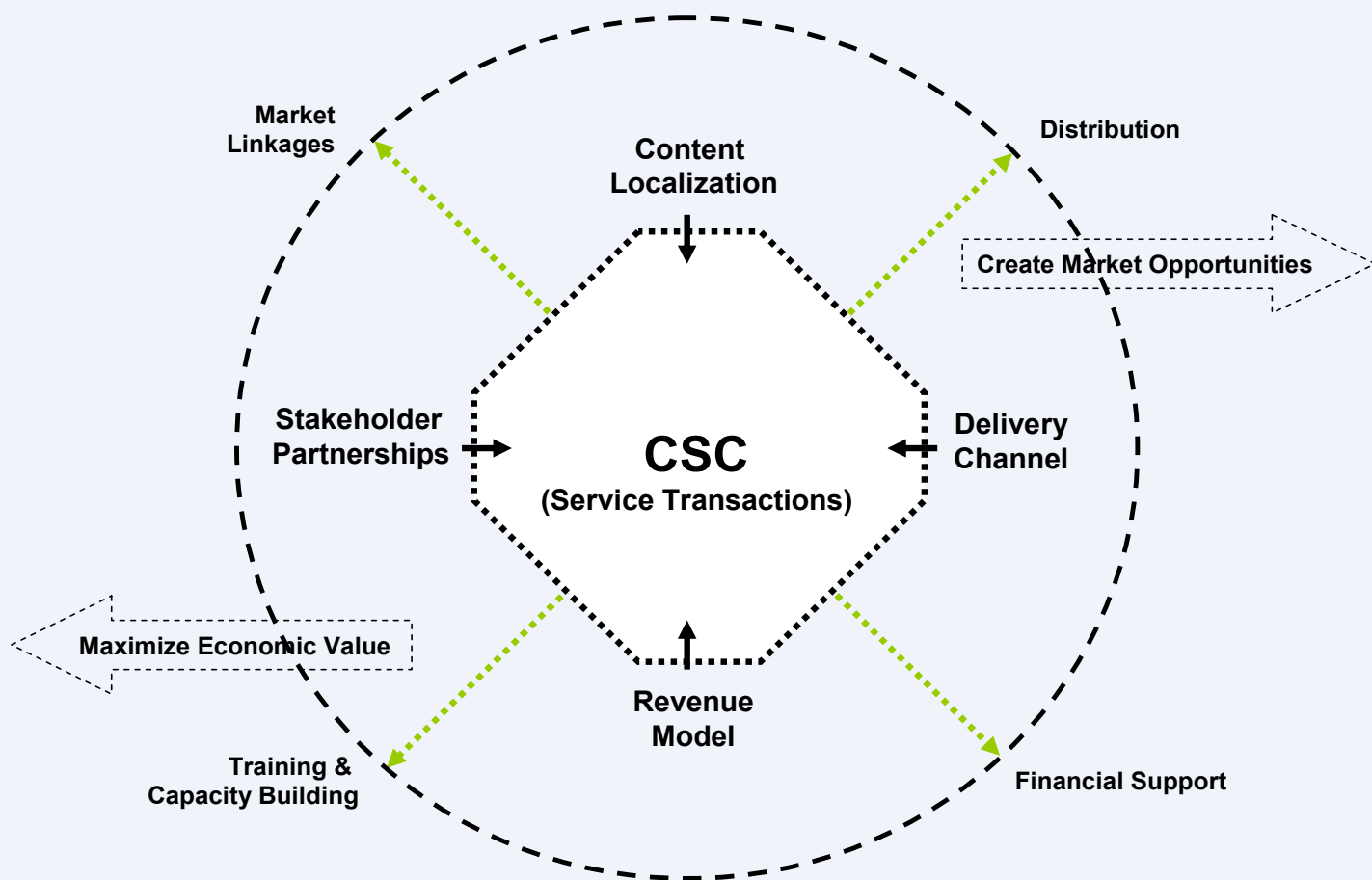
Agri-Services	Education	Entertainment
Banking	Utilities	Health
Vocational Education	Commercial Services	Others

Structure Spending Options

The CSC Services Model



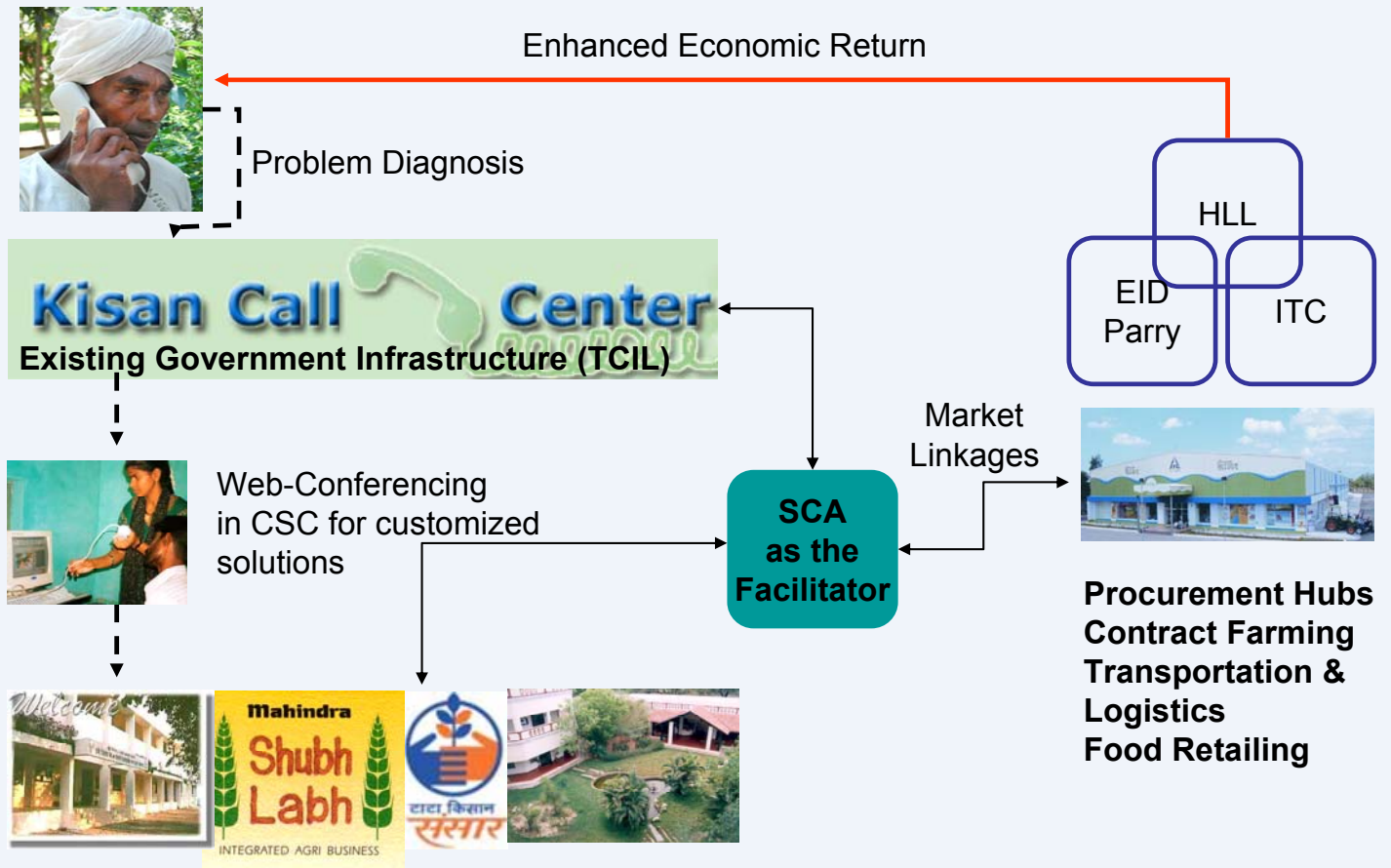
Building Services/Market Linkages that Drive Economic Value



Partnerships and Consortia are Critical:

- ✚ To derive maximum impact, appropriate market frameworks and linkages need to be built outside the CSC
- ✚ Private Sector/NGOs/Government Agencies can play a major role in enhancing this value for the rural poor without compromising on their socio-commercial interests
- ✚ The focus needs to be on delivering end-to-end service models in the core service verticals for CSCs, namely, agriculture, education, health, banking, vocational training, etc.
- ✚ Consortia and Partnerships are the key
- ✚ Public Private Partnership can enable rapid scale up

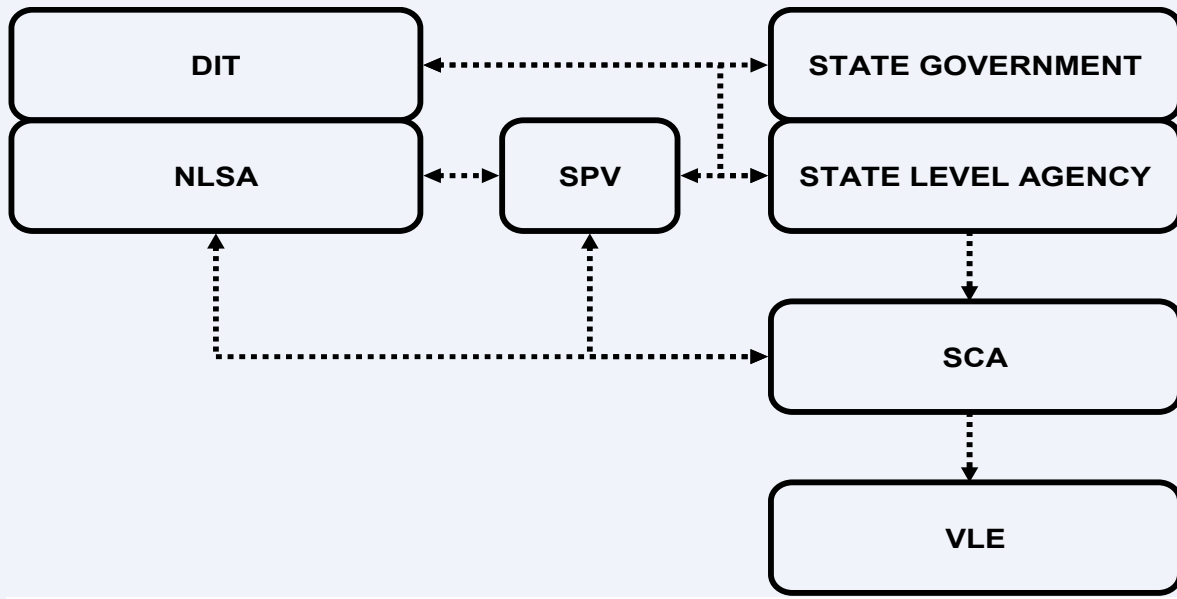
Agriculture: An Example



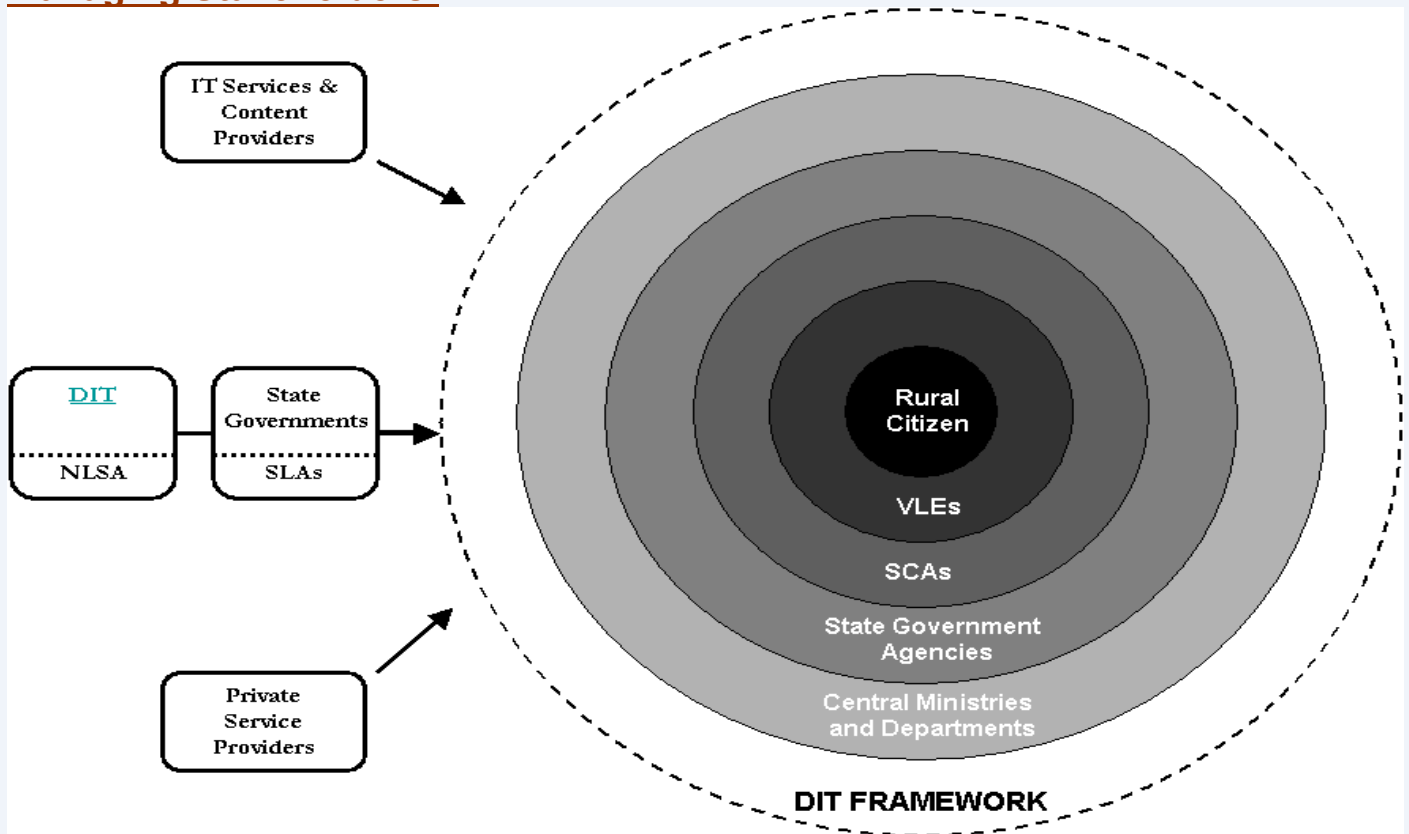
Technology and Connectivity

- ✚ Meetings being undertaken with leading technology and connectivity providers across India
- ✚ Visits being made to rural kiosks to understand related issues
- ✚ Technology Architecture framework being drafted for hardware, software, connectivity options that would be made available to the SCAs as well as States
- ✚ Special CSC pricing being worked out with technology vendors/OEMs
- ✚ Focus on rural applications and solution providers as much as large technology companies

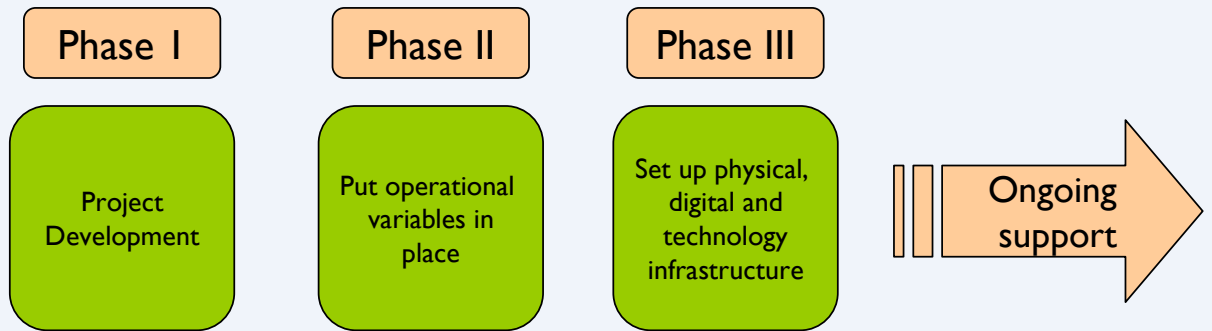
CSC Stakeholders



Managing Stakeholders:



Project Phases



Quarter Ending	MAR'06	JUN'06	SEPT'06	DEC'06	MAR'07	JUN'07
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PHASE I →

PHASE II →

PHASE III →

Options in Gujarat for implementation of CSCs

Option 1: E-Gram as an SCA and Gram Panchayats as CSCs:

- ✚ In this model, GoG forms an e-Gram Society that would be assigned the role of an SCA as envisaged in the CSC Scheme. The e-Gram Society would then enable various G2C and B2C services into the Gram Panchayats. The Gram Panchayats would need to choose local entrepreneurs who would manage and run the business in its premises. Such a model, would however need a dedicated and professional team of people in the Society who would interact and partner with the private sector content and service providers as a support to the village level entrepreneur. This structure may or may not, therefore, fit into what essentially is, currently, a mandate to only ensure that GP Services are computerized.

Option 2: Gram Panchayats as CSCs, but run by private SCAs:

- ✚ In this model the Government would rent out a specified space and the IT infrastructure in the Gram Panchayat to the private SCA to run as a CSC with GP services. In this model, the SCA would enable the B2C and G2C services and would be responsible for the profitability of the kiosks. The SCA may pay a nominal fee to the Gram Panchayat for usage of its infrastructure. Such a model would allow the Government to focus on the back-end (G2C Service Delivery) rather than managing the sustainability of the business and infrastructure. There could, however, be conflict in the infrastructure usage.
- ✚ In both the above models, the efficiency and intent of the Gram Panchayats from a commercial perspective would be crucial to the success of delivery of G2C and B2C services. Also since there are 14,000 e-Gram centers in Gujarat, a major challenge in both the above models would be to manage the balance between the demand and supply of G2C and B2C services. 14,000 centers would definitely outstrip the demand and therefore kiosk sustainability could be a major challenge to tackle.

Option 3: CSC as a separate delivery channel, independent of e-Gram:

- ✚ In this model the CSC would be set up in the ratio prescribed by the DIT Guidelines (1 CSC : 6 Village) and would be independent of the e-Gram Scheme. The CSC would offer all non-Gram Panchayat related services to rural customers. Such a model would ensure that the Gram Panchayats are assured of their revenues while the CSCs can enable other G2C and B2C services for sustainability. This would also ensure that the Gram Panchayats can use their IT infrastructure for their internal activities as well as other social activities (IT education, learning, training, etc.) rather than just for delivering services.
- ✚ Whilst, in all the three models the public sectors as well as the private sector join hands, it is suggested, for discussion, that Option 3 provides a way that can make the kiosks business sustainable to the rural customer.

MS Office Indic Gujarati Training for Sachivalaya Employees

- As the implementation of IWDMS (Integrated Workflow Documentation Management System) is carried out in Secretariat, it is crucial to provide Gujarati typing training to all employees who are using this application. Hence General Administration Department has issued GR No. (TLM-102006-159-Kh.1) regarding Training on IWDMS and MS Office 2003 Indic Gujarati to be imparted to Government Employees. Location of the Training is as follows:

Centre of Excellence,

Gujarat Informatics Limited.

Block No. 19, 1st Floor, Udyog Bhavan, Gandhinagar.

- Two batches are conducted per week consisting of 25 participants per batch. At the end of training, as mentioned in GR, a Test of 25 minutes is being conducted to evaluate knowledge of participants on the subject. Attendance Sheet along with Test Marks Sheet and Test paper are also being sent to respective departments. Tutorial is also provided to each participant.

- Current Status for the Training is as follows:

(Status on 30th April, 2006)

Sr. No.	Department	No. Batches (Completed)	No. of Participants (Attended Training)
1	General Administration Department	13	253
2	Road & Building Department	4	89
3	Narmada, Water Supply & Water Resource Department	6	112
4	Urban Development & urban housing Department	2	28
5	Chief Minister Office	1	15
6	Agriculture & Co-operation Department	2	28
Total		28	525

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